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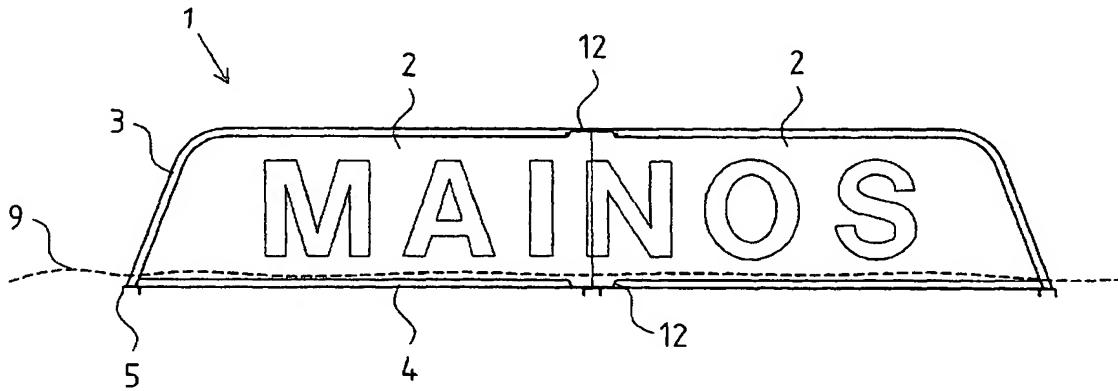
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(54) Title: ADVERTISING STAND



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(57) Abstract: An advertising stand (1) to be used in a winter sport resort, comprised of frame portion (4) and of a foot portion (5) placed under the snow cover and a frame portion (3) placed above the snow cover. The upper and lower portions (3, 4) are profiles and between them one or more advertising surfaces (2) can be fixed, and a frame profile (3) above the snow cover is arranged as performance place of the winter sport resort, as a rail, on which it is possible to move, for instance with a snow board.